

-SQA- SCOTTISH QUALIFICATIONS AUTHORITY

NATIONAL CERTIFICATE MODULE: UNIT SPECIFICATION

GENERAL INFORMATION

-Module Number- 5120067

-Session-1997-98

-Superclass- BC

-Title- INTRODUCTION TO RETAIL MERCHANDISING

-DESCRIPTION-

GENERAL COMPETENCE FOR UNIT: Explaining the importance of merchandising within a retail business; how store layouts are planned; how stock is presented, promoted and sold and the requirements and implications of current legislation affecting labelling.

OUTCOMES

1. explain the role of merchandising within a retail store;
2. plan a presentation area;
3. explain the principles and procedures involved in setting up, stocking and dismantling a display;
4. explain the law relating to labelling goods and implications of its breach.

CREDIT VALUE: 1 NC Credit

ACCESS STATEMENT: Access is at the discretion of the centre.

For further information contact: Committee and Administration Unit, SQA, Hanover House, 24 Douglas Street, Glasgow G2 7NQ.

Additional copies of this unit may be purchased from SQA (Sales and Despatch section). At the time of publication, the cost is £1.50 (minimum order £5.00).

NATIONAL CERTIFICATE MODULE: UNIT SPECIFICATION

STATEMENT OF STANDARDS

UNIT NUMBER: 5120067

UNIT TITLE: INTRODUCTION TO RETAIL MERCHANDISING

Acceptable performance in this unit will be the satisfactory achievement of the standards set out in this part of the specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

OUTCOME

1. EXPLAIN THE ROLE OF MERCHANDISING WITHIN A RETAIL STORE

PERFORMANCE CRITERIA

- (a) The role and importance of merchandising is explained correctly.
- (b) The relationship between stock control and merchandising is outlined accurately.
- (c) The different types of service and merchandising requirements are explained accurately.
- (d) The different merchandising needs of different products is identified correctly.

RANGE STATEMENT

The range for this statement is fully expressed within the performance criteria.

EVIDENCE REQUIREMENTS

Written/oral evidence that the candidate can explain the role of merchandising within different types of retail store.

OUTCOME

2. PLAN A PRESENTATION AREA

PERFORMANCE CRITERIA

- (a) Space requirements are calculated accurately.
- (b) Stock is laid out in a logical fashion taking buying habits, customer service and operational considerations into account.
- (c) The need to plan and organise work within deadlines is explained accurately.
- (d) Different types of equipment and their load bearing capacity are explained accurately.

RANGE STATEMENT

Space requirements: promotional; non - promotional.

Deadlines: routine; seasonal.

Types of equipment: free-standing; fixed.

EVIDENCE REQUIREMENTS

Performance evidence that the candidate can plan a presentation area. Written/oral evidence that the candidate can explain the need to plan and organise work and different types of equipment.

OUTCOME

3. EXPLAIN THE PRINCIPLES AND PROCEDURES INVOLVED IN SETTING UP, STOCKING AND DISMANTLING A DISPLAY

PERFORMANCE CRITERIA

- (a) The need for display policies, standards and practices are outlined accurately.
- (b) Safe lifting and carrying techniques and awareness of potential safety hazards are accurately identified.
- (c) The positioning of products to attract sales is fully explained.
- (d) The care and maintenance of stock and display is explained fully.

RANGE STATEMENT

Standards and practices: busy; routine closed; working conditions.

Positioning of products: promotional; non - promotional.

Care and maintenance: product information; organisational information.

EVIDENCE REQUIREMENTS

Written/oral evidence that the candidate can explain the principles and procedures in terms of setting up, stocking and dismantling a display.

OUTCOME

- 4. EXPLAIN THE LAW RELATING TO LABELLING GOODS AND IMPLICATIONS OF ITS BREACH

PERFORMANCE CRITERIA

- (a) The importance of labelling in terms of image, promotion and legality is understood correctly.
- (b) Different types of labels and their appropriateness for the product and situation are correctly explained.
- (c) The requirements and implications of the relevant legislation are accurately explained.
- (d) How to check the accuracy and legality of labels is outlined accurately.

RANGE STATEMENT

Types of labels: on products; on displays.

Legality of labelling: information; product; organisational.

Legislation: sale of goods; consumer credit; price marking; description and pricing of goods.

EVIDENCE REQUIREMENTS

Written/oral evidence that the candidate can explain the law relating to labelling goods and implications of breach.

ASSESSMENT

In order to achieve this unit, candidates are required to present sufficient evidence that they have met all the performance criteria for each outcome within the range specified. Details of these requirements are given for each outcome. The assessment instruments used should follow the general guidance offered by the SQA assessment model and an integrative approach to assessment is encouraged. (See references at the end of support notes).

Accurate records should be made of the assessment instruments used showing how evidence is generated for each outcome and giving marking schemes and/or checklists, etc. Records of candidates' achievements should be kept. These records will be available for external verification.

SPECIAL NEEDS

In certain cases, modified outcomes and range statements can be proposed for certification. See references at end of support notes.

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NATIONAL CERTIFICATE MODULE: UNIT SPECIFICATION**SUPPORT NOTES**

UNIT NUMBER: 5120067

UNIT TITLE: INTRODUCTION TO RETAIL MERCHANDISING

SUPPORT NOTES: This part of the unit specification is offered as guidance. None of the sections of the support notes is mandatory.

NOTIONAL DESIGN LENGTH: SQA allocates a notional design length to a unit on the basis of time estimated for achievement of the stated standards by a candidate whose starting point is as described in the access statement. The notional design length for this unit is 40 hours. The use of notional design length for programme design and timetabling is advisory only.

PURPOSE This module been designed for new entrants into retail and may be free standing or may form part of a programme or range of programmes. It provides the underpinning knowledge and understanding required for the relevant unit of the SVQ Retail Operations (Level II).

SQA publishes summaries of NC units for easy reference, publicity purposes, centre handbooks, etc. The summary statement for this unit is as follows:

In this module you will learn the importance of the role of merchandising within different types of retail outlet and how to plan, set up, dismantle and stock a presentation area. You will also find out about the law relating to the labelling of goods and the implications of any breach.

CONTENT/CONTEXT Corresponding to outcomes 1-4:

1. What merchandising involves and its role in the modern retail store. The close relationship between stock control, the right goods, in the right quantity, at the right time and merchandising which involves presenting goods to their best advantage. Types of service and personal, self and self selection are explored in relation to merchandising principles and techniques. The different merchandising needs of different products.
2. Space allocation on the basis of sales, customer needs, operational considerations and profitability, logical layout of stock demand, luxury, convenience and specialist items, positioning related goods, customer flow. Fire exits, escapes and security considerations. Planograms. The need for efficiency. Knowledge of different types of display equipment - fixed and freestanding.

3. Why display policies and standards are necessary. Different organisational practices. Manual lifting techniques, identification of hazards, safe systems of work. Implications of the Health and Safety at Work Act. Product positioning to attract maximum sales, identification of fast selling areas. Care and maintenance of stock and display including fixtures.
4. The importance of labelling products and displays as part of the company image and as a method of promotion. The need of legality of information. The different types of product labels or tickets and display labels/tickets. Current legislation affecting labelling traders' description, sale of goods; price marking and consumer credit acts. Methods for checking the accuracy and legality of labels/tickets within stores are discussed.

APPROACHES TO GENERATING EVIDENCE The candidates should achieve an understanding of the importance of merchandising within a retail business as well as a working knowledge of how store layouts are planned. They will also know the principles involved in the presentation and promotion of stock as an aid to selling as well as the requirements and implications of current legislation affecting labelling.

Where possible store visits should be encouraged to see different types of merchandising methods and "simulated" shops may be useful for candidates to practice techniques within a college environment.

ASSESSMENT PROCEDURES Evidence for each performance criterion and for all the range may be gathered from practical exercises or written and/or oral answers to questions.

RECOGNITION Many SQA NC units are recognised for entry/recruitment purposes. For up-to-date information see the SQA guide 'Recognised Groupings of National Certificate Modules'.

REFERENCES

1. Guide to unit writing. (A018).
2. For a fuller discussion on assessment issues, please refer to SQA's Guide to Assessment. (B005).
3. Procedures for special needs statements are set out in SQA's guide 'Candidates with Special Needs'. (B006).
4. Information for centres on SQA's operating procedures is contained in SQA's Guide to Procedures. (F009).
5. For details of other SQA publications, please consult SQA's publications list. (X037).

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